

Thoughts on strengthening and improving students' work by college counselors under the new normal

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Abstract: *In order to fully adapt to the new normal and effectively promote the healthy development of College Students' work under the new normal, this paper briefly expounds from the analysis of the new normal faced by college students' work, and puts forward the Countermeasures for the improvement and strengthening of College Counselors' student work under the new normal.*

Keywords: *new normal, College counselors, Student work, strengthen, improvement*

1. Introduction

At this stage, social development has entered the Internet era. With the rapid development of information technology, the education and teaching work in Colleges and universities has also moved to a new level. College counselors must analyze the actual situation of students and improve the effectiveness of students' work.

2. Analysis of the new normal in the process of College Students' work

The important work link of cultivating social talents in Colleges and universities is the work of college students, especially in the education and teaching task of cultivating qualified socialist builders and successors in the new era. Under the background of socialist development, there must be an obvious ideology in the work of college students. China's basic education policies not only determine the basic nature and characteristics of college student work, but also fundamentally determine the main tasks of college student work. Therefore, in the context of the new era, the core political task of China's College Students' work is to carry out ideological and political education for the majority of college students. However, with the continuous development and progress of society, the work of college students has not only ushered in new development opportunities, but also faced more severe challenges. These new challenges and opportunities constitute a new normal in the daily work of College Students under the background of the new era ^[1].

2.1 New normal in the background of the times

Under the development background of the new era, it is essentially different from the past. The new era is usually called the era of diversification, the era of international globalization, the era of new media, the Internet era, the era of big data, the era of micro and so on. With the development and progress of the times, it has brought fundamental changes to people's behavior and thinking mode. Therefore, it also promotes and affects the reform and innovation of college education and teaching ideas, teaching methods and education and teaching contents to a great extent. After zero, young students receive relatively large network impact. Therefore, their thoughts are relatively avant-garde, their personality is publicized and their behavior is active, which brings certain difficulties to the work of college counselors and students, especially in the development of ideological education, they often feel unable to do what they want. Therefore, in the process of student education and management under the background of the new era, college counselors should constantly innovate educational ideas, expand their own vision, keep pace with the times, actively and effectively use the Internet platform to deeply understand students' psychology, master the important behavior and ideological characteristics of contemporary college students under the background of the new era, and make rational use of big data and new media tools to carry out relevant work smoothly, Only in this way can we ensure a more accurate and comprehensive understanding and mastery of students' ideological dynamics, so as to formulate targeted strategies for education and guidance.

2.2 New normal of Higher Education

In the 18th National People's Congress of our party, it was clearly pointed out that building morality and cultivating people is the fundamental task of education and teaching, which points out the development direction for higher education and teaching, and more fully shows that the Party Central Committee attaches great importance to the development of education. Under the background of deepening the comprehensive reform in the field of education, innovating the working concept of college students and building a good college education and teaching atmosphere are the key contents of college education and teaching at this stage [2]. Deepening the comprehensive reform in the field of education has defined the new direction and new pattern of the development of education and teaching in Colleges and universities, focused on the healthy growth and ideological development of students, and continuously improved the training quality of college students, thus forming a new normal of education and teaching in Colleges and Universities under the background of the new era.

The training of college students mainly depends on teachers and staff who manage and serve students. In the environment of full education in Colleges and universities, teachers of various majors undertake the important task of teaching and educating people, the corresponding student management department undertakes the important management task, and the logistics service and guarantee department undertakes the service task. Among them, the college student work team undertakes the comprehensive tasks of management, education and service, and plays an important role in the development of college education and teaching. As an important part of college student work team, college counselors have the closest relationship with student groups, and can directly go deep into students' daily study and life. Therefore, college counselors play a key role in caring for students, ideological guidance and financial assistance. Under the background of the new normal of education, college counselors must always follow the fundamental principle of education and teaching of Building Morality and cultivating people, shoulder their own responsibilities, constantly innovate work ideas in education and management, and build a good learning environment for students. It is a new topic that counselors must face at this stage.

2.3 New normal of publicity and ideological work in Colleges and Universities

In the work of college students, constantly improving and strengthening the publicity and ideological work is the key core. Constantly strengthening the publicity and ideological work in Colleges and universities is an urgent strategic task in the process of education and teaching in Colleges and Universities under the background of the new era. Grasp the mainstream ideological public opinion in Colleges and universities, improve the management quality level, and effectively carry out the reasonable guidance of network public opinion. Education departments should unify their thinking with colleges and universities, maintain a high degree of consistency with the thought of the Party Central Committee, and effectively avoid the phenomenon of smearing and slandering socialist public opinion . At this stage, due to the serious influence of the network environment, the publicity and ideological work in Colleges and universities has been disturbed to a great extent. Therefore, the important task of constantly improving and strengthening the publicity and ideological work in Colleges and universities is imminent.

3. Improvement and Strengthening Countermeasures of College Counselors' student work under the new normal

3.1 Awareness of reform and innovation

For college counselors, in order to fully complete their own work under the background of the new normal, they should constantly improve and innovate their own work consciousness and work concept. On the one hand, college counselors should fully change the traditional work concept, change the teacher led education and teaching concept into a new teaching concept with students as the main body, fully realize that students are the foundation of education and teaching, and carry out the formulation and implementation of all work around students, so as to effectively ensure that all work contents meet the needs of students' physical and mental development. On the one hand, we should have a clear understanding of college students. College students already have adult characteristics. In the process of carrying out student work, they should be regarded as adults with independent personality and independent thought. In the process of implementing some student work contents, college counselors should be in an equal position with students. For example, in the process of in-depth heart to heart talks

with students, counselors should avoid the attitude of being superior to students, but should treat students with the attitude of adults. In the process of implementing relevant work, teachers and students must be equal, so as to promote students to accept counselors' opinions or suggestions. On the other hand, college counselors should also be fully aware of the dynamic development law of students. Although the physical and mental development of college students has reached a relatively high level compared with that of middle school, they still do not reach a sound level. They are still very vulnerable to the interference and influence of various external factors, resulting in ups and downs in the state of physical and mental development. Therefore, college counselors should have a reasonable understanding of this, can not use the same rules to limit students' ideological development, and should constantly optimize and adjust students' work measures and strategies according to students' actual development.

3.2 Improvement and innovation of work forms

The traditional form of student work in Colleges and universities is relatively single and has certain limitations, which often leads to the progress of student work not reaching the expected effect. Therefore, college counselors should fully combine the new requirements and tasks of student work under the background of the new normal, and constantly improve and innovate the form of work. First, we will carry out the information reform of student work. Under the Internet plus background, college counselors should set up corresponding electronic files for each student, and input each student work information data into it. Then, by analyzing and studying students' electronic file information, students' learning changes and changes in body and mind will be obtained in a certain period. At this time, college counselors can carefully analyze the reasons and formulate corresponding countermeasures to continuously improve the work efficiency of students. Secondly, realize the network information student work. The development of computer network provides a new way and strategy for college education and teaching. In the process of student work, we can also effectively use network means to improve work efficiency. For example, college counselors set up class wechat groups to keep close contact with their classmates in wechat groups; The official account platform for student work in universities is constructed, and various information is transmitted to students through official account platform. Continuously improve the achievements of College Students' work through effective use of network platform ^[4].

3.3 Achieving sustainable student work

Most of the traditional forms of College Students' work are one-time, usually using conversation management and the cooperative management mode between Counselors and class cadres. According to this kind of student work mode, it can not effectively realize the sustainable development of student work. Therefore, we must improve and construct a student work system with sustainable characteristics. First, build a systematic student work plan and reasonably plan the work plan of each semester and academic year; Second, fully expand student work in combination with ideological and political education, so as to realize the sustainable development of student work ^[5].

4. Conclusions

To sum up, under the background of the new normal, college counselors must pay attention to the continuous improvement of students' work, improve methods and innovate ideas, so as to lay a good foundation for the healthy development of students.

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